

Len Perez

work experience

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▼ Freelance Designer/Art Director. Sept. 1999 - Present

My Personal freelance endeavor.

.Completely overhauled the website for:

Loislaw.com_a subscription-based law service. Which included content management, information architecture, wireframing, template development while adhering to existing branding guidelines *via AIM Consulting's client, Wolters Kluwer*

.Designed web banners, splash page and a flash application for:

American Family Insurance_an insurance company. *via OgilvyOne*

.Created a flash interactive training application for:

Medtronic_a major Healthcare company. *via Siren Interactive*

.Created websites for:

Andrew Dahl Photography_a photography website.

MLE.ltd_a small-sized clothing business.

iluvmydoc_a medical networking site.

.Redesigned websites for:

Associated Bank_a Midwestern Bank for a new business pitch.

via Harp Interactive

North Shore School_an educational institution.

Willow Wood Preschool_an educational institution.

.Created logos for:

Jaunter_a library software company.

ProfitContact_a small-business contracting start-up.

PureMotion Chiropractic_a Chiropractic Doctor's office.

.Created a complete identity system for:

SNtial Technologies_a technology consulting firm.

Tabyat Partners_a medical software company.

.Oversaw the application of an identity system for:

Baker & McKenzie_a global law firm. Consisting of: print brochures, electronic deliverables, giveaway items, posters, display banners and other print pieces *via Zün Partners*

.Designed a variety of direct mail pieces for:

Democratic Party_for the 2008 national elections. *via Taylor Bruce Design*

▼ Draft/DRAFTFCB_Chicago

Digital Art Director. Jan. 2006 - Mar. 2007

Primary client was the United States Postal Service. Worked with a team of copywriters and art directors and reported to a creative director to retain the identity standards during the transition to the digital medium.

.Oversaw the maintenance and development of:

USPS_two internal websites using HTML, CSS and a CMS.

.Created the microsites for:

USPS_two separate sweepstakes in which they partnered with eBay then Hershey's. Incorporating: HTML, CSS, Flash, Javascript and 3D

.Updated Flash banners and emails for:

Masterfoods_M&M account.

.Created template emails, flyers, site updates and new business prototypes for:

PACCAR_North & South America.

.Created new business proposals for:

Electronic Arts, Wal-Mart

▼ Prudential Preferred Properties_Chicago

Lead Designer. Apr. 2002 - Jul. 2005

.Created:

Pamphlets, brochures, invitations, posters, ads and signage with innovative designs while maintaining identity standards. Logos for company offerings.

.Developed:

A redesign of the company's website which incorporated a more comprehensive version of their identity and a more inclusive site plan. Redesigned the property brochures and interface for the listing CDs the company used for home presentations.

▼ IBM_eBusiness Innovation Center_Chicago

Associate Web Designer. Aug. 2000 - Aug. 2001

Designed and created web sites for external and internal clients. Produced interface concepts for marketing and sales demonstrations; worked with fellow designers to create multi-part demonstrations using Flash and HTML. Clients included:

Steelcase, Manpower, Schmalbach-Lubeca and the Neo Futurists

education

**University of Illinois
Champaign-Urbana**

BFA in Graphic Design

software skills

Adobe

Acrobat
Dreamweaver
Flash
Illustrator
ImageReady
InDesign
Photoshop

Electric Rain

Swift 3D

Microsoft

PowerPoint
Word

Quark

XPress

Scripting

HTML
CSS

other skills

fluent in Spanish
mac specialist

references

available upon request

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